



# **QUICK START** **GUIDE: ROBUST** **IMPLEMENTATION**

**NORTHERN ARIZONA UNIVERSITY**

# HOW TO USE THIS QUICK START GUIDE

This Quick Start Guide outlines an example of an integrated marketing campaign designed to support awareness, engagement, and action for a specific academic initiative. It highlights how a mix of digital, traditional, and experiential tactics can work together to reach defined audiences and support institutional goals.

This guide is intended as a reference—not a prescription—and can be adapted based on unit priorities, timelines, and available resources.

## Quick Start Guides

---

Quick Start Guides showcase real-world examples of marketing campaigns used across Academic Affairs. Each guide outlines how a mix of tactics—digital, traditional, and experiential—can work together to support awareness, engagement, and action for a specific academic initiative.

These guides are designed to help units understand *how campaigns are structured, why certain tactics are used, and how approaches can be adapted* to fit different goals, audiences, and resources. They are not prescriptive plans, but practical references you can tailor to your unit's needs.

## What you'll find in a Quick Start Guide

---

Each Quick Start Guide presents a campaign-level snapshot, including:

- Campaign overview and strategic framing
- Program(s) or initiative(s) supported
- Primary objectives and success focus
- Key audience segments
- Integrated marketing tactics across channels
- Considerations related to budget, timing, and coordination

Together, these elements illustrate how multiple tactics work in concert to support academic momentum, student persistence, and program visibility.

## When to use a Quick Start Guide

---

Quick Start Guides are especially helpful when you want to explore *how* a campaign might come together before building a detailed plan. Use a Quick Start Guide when you want to:

- See examples of integrated marketing campaigns
- Understand how different channels support different stages of engagement
- Explore campaign ideas before committing resources
- Adapt proven approaches for your own academic programs or initiatives

## How Quick Start Guides work with Playbooks

---

Quick Start Guides and Playbooks serve different—but complementary—purposes.

- **Quick Start Guides** show *what a campaign can look like in practice*.
- **Playbooks** provide step-by-step guidance for planning, execution, and measurement across platforms.

Many teams start with a Quick Start Guide to explore campaign structure, then use a Playbook to build, execute, and assess their own initiative.

## Campaign considerations

---

- **Budget** – does the department have the budget to execute?
- **Distribution** – how will materials be distributed?
- **Project Sponsor** – who will be responsible for coordinating/sponsoring various campaigns and projects?
- **Timeline** – what is the deadline for the CTA?

# Marketing Campaign: Election Administration Graduate Certificate

The Election Administration Graduate Certificate campaign is designed as a fully integrated mix of digital, experiential, and traditional marketing tactics that move audiences from awareness to action. Each channel plays a distinct role—some spark discovery, others build trust and understanding, and a final set guide prospects toward inquiry and application. The approach balances credibility and accessibility, reaching both early- and mid-career professionals where they already seek professional development opportunities.

Digital storytelling anchors the campaign. Paid and organic channels—like LinkedIn, YouTube, and program landing pages—deliver clear, actionable messages to audiences who are researching leadership pathways or preparing for upcoming election cycles. These channels are supported by blog content, faculty features, and infographics that communicate NAU's expertise in election logistics, policy, and cybersecurity while reinforcing the program's credibility.

Offline tactics, including printed materials and conference collateral, work in tandem with the digital ecosystem. Flyers and postcards distributed through professional networks and state or tribal offices include QR codes that drive directly to optimized landing pages. From there, web content and conversion touchpoints—like “Request Info” and “Talk to an Advisor” calls-to-action—capture interest and feed into automated email journeys.

Every tactic supports a connected pathway: awareness through visibility, engagement through storytelling, and conversion through clear next steps. Together, these activities position NAU's Election Administration Certificate as the region's most practical and accessible way to gain the skills that safeguard democracy and advance careers in public service.

## Campaign focus

---

*Program:* [Election Administration in Public Administration \(Graduate Certificate\)](#)

*Objective:* Build awareness among election and public-sector professionals, drive inquiries and applications, and position NAU as a leader in professional preparation for election administration.

*Audience Segments*

- Primary – current election-office staff, election coordinators, cybersecurity professionals
- Secondary – public administration and policy professionals, recent graduates
- Tertiary – government HR directors, state secretaries' offices, election vendors

## Marketing tactics: digital marketing

Digital marketing forms the foundation of the campaign, meeting prospective students where they research, network, and make decisions. Through a blend of social media storytelling, paid advertising, emails, and optimized web experiences, the campaign creates multiple entry points into NAU's Election Administration Graduate Certificate. Video, blog, and social content showcase the real-world impact of election professionals, while targeted advertising and SEO drive visibility and lead generation. Together, these channels ensure that awareness seamlessly connects to engagement and conversion—turning interest into action through measurable, data-driven touchpoints.

<b>Channel</b>	Content marketing
<b>Platform</b>	Blog posts
<b>Tactic</b>	Feature faculty research and myth-busting explainers about election administration
<b>Audience</b>	Prospective students in election admin, public policy

<b>Channel</b>	Digital advertising
<b>Platform</b>	Digital display advertising
<b>Tactic</b>	Targeted ads focusing on keywords like “election administration certificate”, “election technology careers”
<b>Audience</b>	Mid-career professionals, career-switchers

<b>Channel</b>	Digital advertising
<b>Platform</b>	Digital video advertising
<b>Tactic</b>	OTT Video spots on streaming platforms showing “behind the scenes” of election operations
<b>Audience</b>	Current election office staff, local government professionals

<b>Channel</b>	Email marketing
<b>Platform</b>	Emma or MailChimp
<b>Tactic</b>	Newsletter featuring program updates, career opportunities, alumni outcomes
<b>Audience</b>	Alumni of public admin/political science, prospective students

<b>Channel</b>	Social media marketing
<b>Platform</b>	Instagram/Facebook/X
<b>Tactic</b>	Reels, stories about working in election offices, behind-the-scenes fieldwork, #NAUElectionAdmin
<b>Audience</b>	Gen Z professionals, adult learners, job-changers

<b>Channel</b>	Social media marketing
<b>Platform</b>	YouTube/Vimeo/TikTok
<b>Tactic</b>	Video series: faculty interview, election admin testimonial, “Day in the life of an election administrator”
<b>Audience</b>	Prospective students, adult learners, practitioners

<b>Channel</b>	Web optimization
<b>Platform</b>	Content optimization
<b>Tactic</b>	Refresh landing page copy to emphasize key skills: logistics, cybersecurity, policy; incorporate FAQ about election administration careers
<b>Audience</b>	Web visitors, counselors, HR recruiters

<b>Channel</b>	Web optimization
<b>Platform</b>	Conversion rate optimization
<b>Tactic</b>	Prominent CTA: “Request Info”, “Schedule a Call with the Program Director”; live chat or info-session sign-up
<b>Audience</b>	Prospects ready to apply or explore

## Marketing tactics: traditional marketing

Traditional tactics extend the campaign’s reach beyond digital channels and into the professional spaces where election administrators and public-sector employees already gather. Posters, flyers, and postcards distributed through government offices, conferences, and academic partners highlight key program details and feature QR codes that link directly to the program’s landing page. These tangible materials build credibility, create brand recall, and connect audiences who prefer print engagement to the online ecosystem, ensuring every interaction—whether in person or digital—reinforces a consistent message about access, flexibility, and professional advancement.

<b>Channel</b>	Community and network promotion
<b>Platform</b>	Professional and industry networks
<b>Tactic</b>	Share program information through association newsletters and websites, e.g., election administrators’ associations or state secretaries’ offices
<b>Audience</b>	Election professionals, public-sector networks

<b>Channel</b>	Print marketing, advertising, and earned media
<b>Platform</b>	Printed materials
<b>Tactic</b>	Distribute print materials at government offices, conferences, and with professional associations
<b>Audience</b>	Election professionals, public-sector networks

## Marketing tactics: experiential marketing

Experiential marketing brings the campaign to life through in-person and participatory engagement. By showing up at industry conferences, professional summits, and community events, NAU positions the Election Administration Graduate Certificate as both a credential and a cause—one tied to civic integrity and professional leadership. Faculty and alumni participation at panels, workshops, and recruitment events humanizes the program while creating moments of connection that digital outreach alone can’t replicate. These experiences deepen trust, inspire curiosity, and translate awareness into meaningful relationships that sustain long-term program visibility and reputation.

<b>Channel</b>	Event marketing
<b>Platform</b>	Academic and program-focused events
<b>Tactic</b>	Booth or presentation at election-industry/training conferences, partner state secretary of state offices
<b>Audience</b>	Election professionals, state/tribal staff

## Conclusion

---

Each tactic in this campaign is designed to connect, reinforce, and elevate the others—forming a seamless ecosystem of awareness, engagement, and conversion. Digital channels amplify storytelling and reach; traditional materials establish visibility and trust; and experiential opportunities create authentic human connections. Together, these layers ensure that every audience touchpoint—whether online, in print, or in person—leads back to the same call to action: discover NAU’s Election Administration Graduate Certificate. By integrating these efforts through consistent messaging, measurable outcomes, and a shared visual identity, the campaign positions NAU as the destination for professionals ready to advance their role in shaping the future of fair and effective elections.